



CITY OF MERRILL
FAIRGROUNDS COMMITTEE
AGENDA • THURSDAY, SEPTEMBER 3, 2026

Regular Meeting	City Hall Council Chambers	6:00 PM
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To attend remotely call 516-261-2044 PIN 248 631 648 #

- I. Call to Order**
- II. Consider approving minutes from the previous meeting**
 - 1. Minutes from the June 4th meeting.
- III. General Agenda Items for Consideration**
 - 1. Fair Update
 - 2. Rodeo Update
 - 3. Permanent Vendor Update
 - 4. Calendar of Events
- IV. Monthly Reports**
 - 1. Monthly Report - Fairgrounds Coordinator Savall
 - 2. Consider placing monthly reports on file
- V. Public Comment**
- VI. Date and Time of Next Meeting - Thursday, October 1st at 6:00 pm or Call of the Chair**
- VII. Adjournment**

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**CITY OF MERRILL
FAIRGROUNDS COMMITTEE
THURSDAY, JUNE 4, 2026 MINUTES
REGULAR MEETING CITY HALL COUNCIL CHAMBERS 6:00 PM**

- I. Call to Order** Mayor Hass called the meeting to order at 6:00 pm
Present: Mayor Hass, D2 Alderperson M. Caylor, Brad Becker, Rodeo rep George Henrichs, D8 Alderperson Rutkowski
Present Not Voting: Social Media Specialist/Fairgrounds Coordinator Hallie Savall, City Administrator/Public Works Director/City Engineer Rod Akey, City Clerk Anderson-Malm, Riders Club reps Lee Van der Geest, Amy Ollhoff and others
Excused: D1 Alderperson Andrew Caylor, Jay Schlueter
- II. Consider approving minutes from the previous meeting**
 - 1. Minutes from the May 7th meeting.** - (Rodeo rep Henrichs/ Becker) motion/second to place minutes on file. The motion passed.
- III. General Agenda Items for Consideration**
 - 1. Fair Update** - Fair rep Becker updated the committee. Everything is lined up and they met with vendors. He also reminded everyone, this is a free fair and will continue to be. There is a charge for parking on the fair grounds but that is handled by non-profit groups.
 - 2. Rodeo Update** - Rodeo rep George Henrichs updated the committee. The arena will be up and ready to go on June 5th. Everything is on track, weather permitting.
 - 3. Permanent Vendor Update** - There was no report.
 - 4. Calendar of Events** - The calendar was included in the packet. This weekend is the E Cycling event and a Flea Market at the fairgrounds.
 - 5. Discuss events at the Fairgrounds arena.** - Lee Van der Geest from the Merrill Rider's Club spoke to the committee. He spoke of their concerns and wanted to figure out a middle ground with the City regarding scheduling events. There was an issue with preparing the arena which caused a Rider's Club event to be cancelled. Following discussion with other members of the club in addition to the committee members, it was decided the Rider's Club could book dates for 2027 by mid-January. They currently have six events scheduled before the Fair in August. It was also discussed to have sand down after the Fair in order to schedule events in the fall. No further action was taken.
- IV. Monthly Reports**
 - 1. Monthly Report - Fairgrounds Coordinator Savall** - The reports were included in the packet. FG Savall updated the committee with the Truck-a-Palooza numbers. There were 35 food trucks and 48 vendors. An estimated 5,000 people attended the event throughout the day. There will be a new

strategy next year for bathrooms and garbage. The event is scheduled for May 15, 2027. This event is a sponsored event and does not receive any money from City of Merrill taxpayers.

2. **Consider placing monthly reports on file** - (D2 Alderperson M. Caylor/Rodeo rep Henrichs) motion/second to place reports on file. The motion passed.

V. Public Comment There was no public comment.

VI. Date and Time of Next Meeting - Thursday, July 2nd at 6:00 pm The July meeting will be Call of the Chair.

VII. Adjournment (D8 Alderperson Rutkowski/D2 Alderperson M. Caylor) motion/second to adjourn. The motion passed. The meeting adjourned at 6:25 pm.

Minutes submitted by City Clerk Anderson-Malm

Minutes are in draft form until approved at the next scheduled meeting.

UP COMING EVENTS AT THE FAIR GROUNDS

2026

September	9/3/26	(Festival Grounds Committee Meeting) to be set by Committee
	9/5/26	Wedding
	9/18-19/26	Gun Show
	9/26/26	Craft Fair
October	10/1/26	(Festival Grounds Committee Meeting) to be set by Committee
	10/6/26	Lincoln County Baby Shower
	10/10/26	Wedding
	10/23-24/26	Wedding
November	11/5/26	(Festival Grounds Committee Meeting) to be set by Committee
	11/7/26	Snowmobile Club Fundraiser
	11/14/26	Craft and Vendor Show

July 2026 Fairgrounds Coordinator Report

Expo Center

Things are looking good for the rest of the 2026 season. We have several events booked throughout the end of the year, and I look forward to working with all of the organizers. I've also been giving tours to groups interested in booking for 2027, and we're already starting to fill some weekends for next year.

Fairgrounds

We have a number of events coming up that will bring people into the community, including the Riders Club, Zurko Flea Market, Lincoln County Fair, ATV Races, and the Labor Day Celebration. There are also a few other events in the works that I'm hoping to add to the calendar.

If anyone has ideas for events or activities that could be held at the Fairgrounds, feel free to reach out. I'm always interested in hearing new ideas.

Thank you,

Hallie Savall

August 2026 Fairgrounds Coordinator Report

Campground

The Merrill Fairgrounds Campground welcomed its first official camper on July 14. Our first guest was a traveling nurse working at the hospital, and another traveling nurse has since become a repeat camper. Feedback has been positive, particularly regarding the convenient location and reliable cell service.

Since opening July 14, the campground has generated **\$563.99 in revenue**, with \$398.11 collected in July and \$165.88 in August through August 25. It has been interesting to see the different ways people are already finding and using the campground, and I look forward to seeing how that continues to develop.

A Facebook page was also created specifically for the campground to help increase awareness and reach potential visitors. One recent promotional post received nearly **39,000 views from more than 15,000 viewers**, with **98.4% of the views coming from non-followers**. The post also generated more than 4,300 clicks and 84 shares.

Expo Center & Fairgrounds

Bookings continue to come in for the remainder of 2026, as well as into 2027. I continue to work with current event organizers while also providing information and tours to groups considering the Expo Center and Fairgrounds for future events.

I am also exploring additional event opportunities and different ways we can continue expanding the use of the Merrill Fairgrounds throughout the year.

Marketing & Communications

In addition to the new campground Facebook page, we currently have pages for both the Expo Center and Merrill Fairgrounds. I will be working on updating these pages to create a more unified look and feel across all three while making it easier to cross-promote events, facilities, camping opportunities, and other activities happening at the Fairgrounds.

Thank you,
Hallie Savall